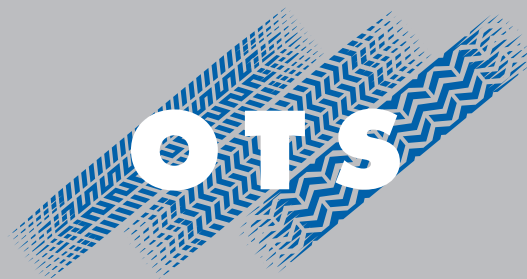


# 2007

## Annual Performance Report

Alcohol & Other Drugs  
Occupant Protection  
Police Traffic Services  
Roadway Safety  
Emergency Medical Services  
Traffic Records  
Pedestrian Safety  
Bicycle Safety



**CALIFORNIA OFFICE  
OF TRAFFIC SAFETY**





# 2007 Annual Performance Report



California Business, Transportation and Housing Agency

Arnold Schwarzenegger

Governor  
State of California

Dale E. Bonner

Secretary  
California Business, Transportation and Housing Agency



## STATE OF CALIFORNIA

ARNOLD SCHWARZENEGGER  
Governor

Department of Alcoholic Beverage Control  
Department of Corporations  
Department of Financial Institutions  
California Highway Patrol  
California Housing Finance Agency  
Department of Housing & Community Development  
Department of Managed Health Care



DALE E. BONNER  
Secretary

Department of Motor Vehicles  
Office of The Patient Advocate  
Department Of Real Estate  
Office of Military & Aerospace Support  
Office of Real Estate Appraisers  
Office of Traffic Safety  
Department Of Transportation

### BUSINESS, TRANSPORTATION AND HOUSING AGENCY

Dear Fellow Californians,

I am pleased to report that California has continued to make great strides in improving traffic safety in 2007. We have concentrated on making our roadways safer for all Californians by implementing programs that combine education, prevention and enforcement to reduce traffic injuries and fatalities.

For example, thanks to public education and enforcement through the *Click It or Ticket* campaign, seat belt usage by California motorists is at a new record high at 94.6 percent. The two percentage point increase over the past two years translated into an estimated 640,000 more Californians buckling up. The successful campaign can be attributed to \$5.7 million in grants awarded to 270 law enforcement agencies throughout California to support seat belt enforcement.

In June 2007, Governor Schwarzenegger announced the award of \$70 million in grants to 136 agencies for proven, results-driven programs in the areas of impaired driving, roadway safety, seat belt and child safety seat usage, emergency medical services, pedestrian and bicycle safety and police traffic services.

California leads the way in varied and innovative programs to strengthen DUI prosecutions, courts and probation supervisions. We are expanding treatment and resource options for drunk drivers from emergency rooms into the jails. More of our teens are getting the traffic safety message delivered throughout their middle and high school years.

Californian's traffic safety community is working harder than ever to help address traffic safety challenges so that resources are allocated where the need is greatest and where the potential for life-saving results can be achieved. As the State's Secretary for the Business, Transportation and Housing Agency, I am proud of the Office of Traffic Safety and their partners for their efforts in 2007 and wish them continued success in 2008,

Sincerely,

DALE E. BONNER  
Secretary

# **Annual Performance Report**

## **Federal Fiscal Year 2007**

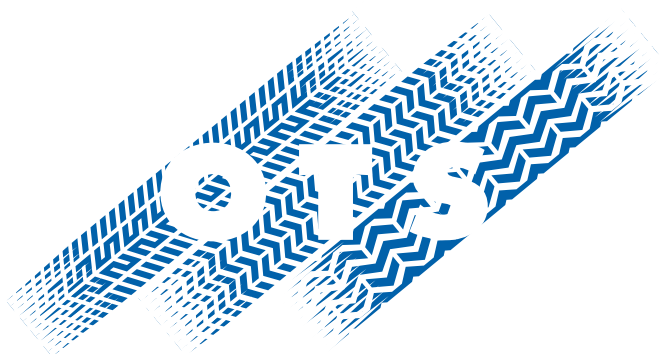
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**CALIFORNIA OFFICE  
OF TRAFFIC SAFETY**

# California Traffic Safety Facts

## CALIFORNIA PROGRAM SUMMARY

In 2006, 4,195 people died and 277,373 people were injured in California traffic collisions.\*

California's 2006 Mileage Death Rate (MDR) - fatalities per 100 million miles traveled (100 Million VMT) is 1.28, much lower than the national MDR of 1.41. Of the 5 largest states in terms of total traffic fatalities, (CA, FL, TX, GA, & NC), California has the lowest rate. \*\*

Persons killed in alcohol involved collisions increased marginally from 1,769 in 2005 to 1,779 in 2006.\*\* California's 2006 Alcohol Related (AR) Fatality Rate of 0.54 (alcohol related fatalities per 100 million vehicle miles traveled -VMT) is much better than the national rate of 0.59. Of the five largest states in terms of total traffic fatalities, (CA, FL, TX, GA, & NC), California has the lowest rate. \*\*

Fatalities in crashes involving a least one driver or motorcycle operator with a Blood Alcohol Content (BAC) of 0.08 or greater decreased from 1,298 in 2005 to 1,276 in 2006. California's 2006 fatality rate per 100 VMT in crashes involving at least one driver or motorcycle operator with a Blood Alcohol Content (BAC) of 0.08 or greater is 0.39, much better than the national average of 0.45. Of the five largest states in terms of total traffic fatalities, (CA, FL, TX, GA, & NC), California has the lowest rate.\*\*

California's 2007 seat belt usage rate is 94.6%, which is significantly better than the national average of 81%. This is up from 93.4% in 2006 and represents 365,750 more Californians buckling up.

In California, the percent of restrained passenger vehicle occupant fatalities increased from 55.4% in 2005 to 56.4% in 2006, much better than the national average of 41.3%. Further, California was third best in the nation, with only the small states of Alaska and Oregon higher. \*\* In 2006, about half, 458, of the 917 known unrestrained fatalities would be alive today had they simply buckled up.

California's 2007 child safety seat usage rate is 87.7% - dropping slightly from 87.8% in 2006.

Teen fatalities decreased 6.7% from 527 in 2005 to 492 in 2006 - the lowest level since 2001.\*\*

In 2006, the percent of restrained passenger vehicle occupant "teenaged" fatalities was 51.8% in 2006. Since restraints are about 50% effective in preventing a fatality, NHTSA estimates that 75 dead teens would be alive today had they simply buckled up. Only Oregon has a higher restraint use. Teen use in fatalities is less than the restraint use of all California fatalities at 56.4%.\*\*

California's 2007 teen seat belt usage rate is 88.9% - down marginally from 90.8% in 2006.

Motorcycle fatalities continued to spiral upward; from 469 in 2005 to 506 in 2006.\*\*

Motorcycle fatalities have increased each year since 1998, when there were 204 fatalities.\*\*

In 2006, motorcycle operators killed under age 35 decreased 8.6%, while over age 35 increased 16.4%. \*\*

36.5% of motorcycle operators killed were not properly licensed. \*\*

Of the 506 motorcyclists killed, 15% (76) were unhelmeted. NHTSA estimates at least 30 of the 76 unhelmeted motorcyclists killed would have survived had they worn a helmet.\*\*

In 2006, the total number of pedestrian fatalities was 735 - down from 748 in 2005.\*



\*Data Source - Statewide Integrated Traffic Records System (SWITRS)

\*\*Data Source - Fatality Analysis Reporting System (FARS)

## California Office of Traffic Safety



### WHAT IS OUR MISSION?

The Office of Traffic Safety's mission is to obtain and effectively administer traffic safety grant funds to reduce deaths, injuries and economic losses resulting from traffic collisions.

### WHAT IS OUR VISION?

The Office of Traffic Safety will help California achieve the fewest traffic fatalities in the nation. To realize the vision we emphasize:

1. **Human worth:** OTS believes that every life lost on a California roadway is one too many.
2. **Professionalism and integrity:** OTS is committed to performing its mission to the highest professional and ethical standards.
3. **Performance-based management:** OTS is dedicated to being a performance-based organization – one that focuses on evaluating performance data, applying strategies for performance improvement, and achieving desired results and outcomes.
4. **Personal and organizational sensitivity:** OTS is committed to treating each other and all customers with the highest respect and regard for individual rights.
5. **Open communication:** OTS aims to facilitate the free and consistent flow of information in an honest and professional manner.
6. **Teamwork:** OTS recognizes and encourages the benefits of team-building and teamwork.
7. **Commitment and loyalty:** OTS strives to foster an environment in which accountability and commitment to the organization and its mission are supported and recognized.
8. **Quality and customer focus:** OTS is dedicated to delivering highquality work and excellent service to all its customers.
9. **Innovation:** OTS believes in and encourages new thinking and will constantly strive to develop new approaches to meet customer and program needs.
10. **Professional growth:** OTS is committed to helping staff realize their potential through mentoring, training, and providing opportunities for professional development and advancement.
11. **Collaboration:** OTS values working with other agencies, private sector businesses, and community organizations to expand resources and extend our messages.

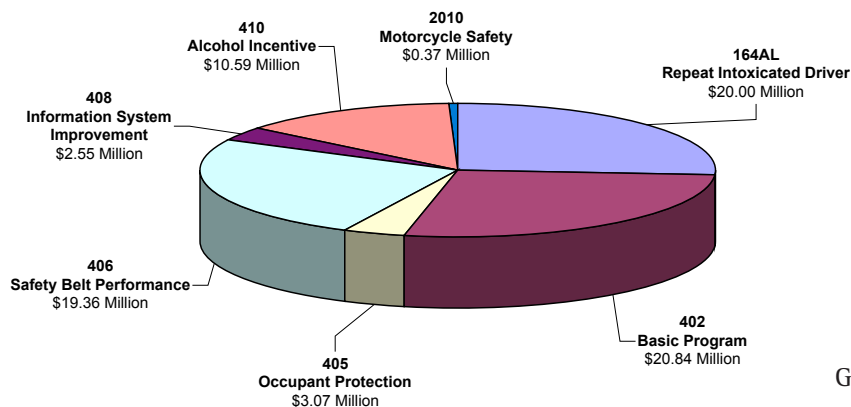
## HOW DOES CALIFORNIA RECEIVE FUNDING?

The OTS Highway Safety program is a partnership effort between the federal government (National Highway Traffic Safety Administration – NHTSA) and the states. The partnership was created when Congress passed the Highway Safety Act of 1966. The funding for California Federal Fiscal Year (FFY) 2007 resulted from the passage of the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy For Users. This was a four-year bill which was signed into law in August 2005 as carried forward into FFY 2007. Funding included the base program section (402) and several incentive programs

The California OTS is designated by the Governor to receive federal traffic safety funds for coordinating its highway safety programs. Each year OTS develops a Highway Safety Plan (HSP) identifying the key highway safety problems in the state and the most effective countermeasures to address them. OTS then solicits proposals statewide to address the identified problems. Finally, available funds are allocated to state and local governmental agencies to implement traffic safety programs and grants.

The grants support planning to identify highway safety problems, provide start up “seed” money for new programs and give new direction to existing safety programs. The funds are intended to create and help sustain innovative programs at the state and local level, and leverage commitments of state, local and private resources. This Annual Performance Report, required by NHTSA (23 CFR Part 1200) and the California Vehicle Code (Section 2905), provides an update of traffic safety projects active throughout the State of California as approved in our HSP for FFY 2007.

### FFY 2007 Allotted Funds \$76.8 Million



## Moving Forward

The OTS will continue to serve as a thought-leader for emerging traffic safety issues, funding results-oriented and innovative programs to help us accomplish our vision of helping to save lives. OTS is receptive to new ideas. We encourage our current grantees, and those organizations with which we have not worked in the past, to bring us their best ideas for solving traffic safety challenges in their communities. We strive to be customer friendly in all of our programs and work hard to streamline processes and eliminate duplication. Future plans to improve traffic safety in California include:

### EXTERNAL

#### ALCOHOL AND OTHER DRUGS

- Use OTS Crash Rankings to identify cities with disproportionate numbers of traffic collisions. The OTS Regional Coordinators and LEL's will meet with traffic safety professionals in those cities to discuss remedies to the problems. The Coordinators and LEL's will help the cities to develop innovative programs utilizing various agencies within the cities to combat the particular problems in a comprehensive and collaborative fashion. Proposals will be submitted to OTS for inclusion into the Highway Safety Plan for FFY 2010.
- Fund twenty-five (25) County Probation Departments to target repeat DUI offenders who violate probation terms or who fail to appear in court. Funded strategies include intensive supervision, unannounced home contacts and searches, surveillance operations, highly publicized warrant service operations, alcohol and drug testing, and the distribution of "Hot Sheets" to local law enforcement agencies.



- Solicit proposals for another round of overtime grants for police departments to conduct DUI/ Driver's License checkpoints in 2009. In December 2007, 103 police departments were awarded a total of \$4 million to conduct checkpoints in 2008.
- Continue county wide and regional DUI Avoid programs to conduct enforcement and media campaigns during holiday periods. A long-term goal of OTS' has been realized, with 98 percent of the state's population now blanketed by a DUI Avoid program. A total of 41 counties involving 547 law enforcement agencies and CHP are participating in the program.
- Through a grant with CHP, award 250 mini grants to local agencies to conduct the "Every 15 Minutes" program in California high schools. The "Every 15 Minutes" program is a two-day program that focuses on high school juniors and seniors and challenges them to think about the consequences of drinking, personal safety and the responsibility of making mature decisions when lives are involved. OTS is also funding CHP's teen education program; "Start Smart".

## Moving Forward

- Fund the Administrative office of the courts (AOC) to create and implement the “DUI Courts, Sentencing and “Courage to Live” in Middle and High Schools” program. The AOC will award sub-grants to four mentor courts and 10 implementation courts to develop and test various models of real DUI courts in high schools. Conducting live DUI court proceedings in California high schools provides students the opportunity to see up close the consequences of driving under the influence to individual drivers, crash victims and their own local community. Three hundred “live” presentations are planned for 2008.
- Fund the Department of Alcoholic Beverage Control to award mini grants to local law enforcement agencies to expand the Minor Decoy Training program and include “On-Sale” premises. Local law enforcement agencies will work with ABC to conduct decoy and shoulder tap operations to reduce youth access to alcohol in the retail environment.
- Fund the expansion of “DUI Only Courts” in California. In 2008, OTS will fund new DUI courts in El Dorado, Orange, Shasta, Sonoma, Fresno, and San Joaquin counties – prior to 2008, there were only three DUI courts in California.
- Continue funding the newly established “Traffic Safety Resource Prosecutor (TSRP)” program. OTS funding has allowed for the creation of TSRP’s that serve five regions in the state; Fresno, Riverside, Los Angeles, San Diego and Sacramento. Progress to date includes the establishment of five “resource centers;” a DUI Prosecutor mentoring program; and a specialized DUI prosecution training program. In 2008, at least 12 training programs will be offered to law enforcement officers and prosecutors.
- Continue the “Sacramento County Pilot Program For Brief Intervention Of Impaired Drivers” upon their release. The purpose of the “brief intervention” is to create a “teachable moment” for repeat DUI offenders upon release from jail.
- Carefully review for implementation the priority recommendations of NHTSA’s “Impaired Driving – Technical Analysis of California” report.
- Promote 30-day vehicle impound programs targeting drivers with suspended or revoked licenses. A component of this effort includes the development of ‘hot sheets’ that will be distributed to local law enforcement personnel to aid in the apprehension of these drivers.
- Sponsor the Police Traffic Services Seminar (PTS) to be held April 28-30, 2008, in Anaheim. This seminar gives OTS law enforcement grantees the opportunity to share ideas, take an inside look at model programs, and meet directly with other grantees and OTS staff.



## Moving Forward

### OCCUPANT PROTECTION/BICYCLE AND PEDESTRIAN SAFETY

- In February 2008, a team of national experts will conduct a statewide assessment of California's Occupant Protection Program - for Kids. OTS is working closely with the Department of Public Health and NHTSA to coordinate the assessment.
- Continue to focus on increasing seat belt use and public information to educate Californians about the life-saving benefits of seat belt use on each and every ride. Seat belts are the single most effective motor vehicle occupant safety device yet developed for older children and adults.
- Another round of 'Click it or Ticket' mini grants will be awarded to police departments for overtime seat belt enforcement to coincide with the national mobilization period (May 19 – June 1, 2008).
- Through grant funding to CHP, 200 communities will receive funding to implement "High School Seat Belt Challenge" programs. The challenge program is designed to raise awareness and promote seat belt use through a good-natured, student run competition on high school campuses.
- Fund the University of California at Berkeley to develop a Pedestrian Safety Audit tool kit. The Pedestrian Safety Audit tool kit will be the first of its kind in the nation. Once developed, two grant funded engineers will provide cities and counties free pedestrian safety assessments.
- Continue to provide safety helmets and child safety seats to parents and families in need. At the same time, OTS will ensure parents receiving this life-saving equipment have the training necessary to correctly use the safety device.
- Continue to fund projects that support underserved communities. The risk of being injured or killed in a traffic crash is disproportionately high for members of certain groups as defined by race, ethnicity, socioeconomic status, and cultural practices. Latinos, African-Americans, and Native Americans are among the most severely affected. Understanding the factors that contribute to these risks is difficult, in part because data that would identify victims as members of these groups is difficult to find.
- Stay abreast of all the latest technological innovations and think creatively about countermeasures to confront potential traffic safety problems, including the use of evidence-based technologies such as red light running cameras, vehicle speed feedback signs, flashing beacons at school crosswalks, in-roadway warning lights at crosswalks and countdown pedestrian signals.
- Promote countywide grants that provide funding for traffic control devices such as vehicle speed feedback signs, flashing beacons at school crosswalks, in-roadway warning lights at crosswalks, and countdown pedestrian signals. County agencies submitting proposals for traffic control devices must conduct a comprehensive local needs and problem identification assessment of city and county roadways to justify funding request.



## Moving Forward

### EMERGENCY MEDICAL SERVICES

- Coordinate the development and implementation of regional emergency medical services programs to ensure rural communities have access to the latest “state-of-the-art” rescue and extrication equipment. Regions will conduct assessments of their area to determine the needs and to provide for the best use of funded equipment.

### TRAFFIC RECORDS

- Continue to embrace automation programs that produce timesaving and operational efficiencies, as part of our effort to utilize technological advances to conduct business and save lives. For example, OTS will continue to provide funding to automate the traffic citation and DUI arrest processes. These systems greatly enhance accuracy and eliminate the entry of redundant information. Another example of efficient use of technology is the application of automated collision diagramming to pinpoint key problem areas and identify appropriate solutions. OTS staff will assess the use of countywide GIS programs and facilitate efforts to gain countywide programs through OTS grants.
- To better understand how to prevent Californians from being injured and killed in traffic crashes, California’s traffic safety and injury prevention community needs analyses of both crash and medical data focusing on person-level risk factors and outcomes. Funding will be provided to the Department of Public Health to better understand current gap in knowledge by integrating data sets like SWITRS, pre-hospital records, emergency department records, hospital inpatient records, and death data.
- Funding is being allocated to the Emergency Medical Services Authority to update the California EMS Information System (CEMSIS) to be in compliance with, and participate in, the federal data collections systems: National EMS Information

System (NEMSIS) and the National Trauma Data Bank (NTDB). CEMSIS will be designed to receive both EMS and trauma data electronically from each of the 31 local EMS agencies. Injured patient data will be linked with other data systems to assist state and local efforts in injury prevention related to traffic safety.

- Funding has been awarded to CHP to provide a statewide, external and internal Statewide Integrated Traffic Records System (SWITRS) environment that efficiently and effectively automates the request from and responses to CHP and Allied Agencies for SWITRS data and reporting.

### OLDER DRIVER SAFETY

- Continue involvement in the OTS sponsored “Older Driver Task Force,” headed now by CHP, to plan and develop programs to address the needs of the older drivers and pedestrians to decrease crash and injury risks now and in the future. Mobility is crucial to the social, physical and economic health of all Californians and one’s driver’s license is a key component. The “baby boomer” generation, those born between 1946 and 1964, is now approaching maturity, which means the number of older drivers will increase substantially.

### MOTORCYCLE SAFETY

- A statewide Motorcycle Safety Program Assessment will be conducted in September 2008 to review the California’s motorcycle safety program, note the program’s strengths and accomplishments, and note where improvements can be made.
- A Motorcycle Safety Summit will be held in California to bring together state and national motorcycle safety experts to discuss to enhance motorcycle safety in California.

## Moving Forward

### INTERNAL

- Continue to implement the strategies outlined in the OTS Performance-based Strategic Plan – 66 percent of the strategies have been implemented.
- Continue working closely with the Federal Government to ensure California receives its fair share of federal funding.
- Begin working to establish a web-based database solution for grants administration to encompass the submission and tracking of proposals, Quarterly Performance Reports, and claims. In 2008, OTS will prepare a Feasibility Study Report for submittal to the Department of Finance.
- Develop an OTS Intranet as a tool to organize and display internal information.
- Move key performance indicators from the Quarterly Management Report to the BTH web-based “Performance Based Management System”.
- Promote the enhanced “Grants Made Easy,” grant proposal application designed specifically for local law enforcement agencies. “Grants Made Easy” significantly reduces the paperwork and time required to submit a proposal and finalize a grant agreement. In addition, “Grants Made



Easy” enables OTS staff to significantly reduce the number of days required to process new grants. This innovative grant application process is a direct result of OTS’ Performance Improvement Initiative to enhance efficiency and effectiveness.

- Continue the Performance Improvement Initiative to streamline the grant application and reporting processes. OTS will look towards conducting as much business as possible over the Internet. Using the Internet as a tool can streamline processes and save valuable time and efforts.
- Utilize existing staff to conduct internal audit and mapping of processes to identify and implement new efficiencies.
- Continue to promote the OTS Employee Recognition Program (ERP) to reward employees for their commitment to superior performance. A Peer Group Election will be conducted to select new Peer Recognition Committee members. The Awards Program Coordinator will survey staff to gain feedback on enhancing the program.



## Moving Forward

### MARKETING AND PUBLIC AFFAIRS

- Develop a strategic external communications plan for the entire OTS operation, including integration of planning for grantee external program communications. The plan will be open-ended, with updating annually.
- Spotlight traffic safety programs pioneered or uniquely adapted within California. Effectively communicate the societal benefits garnered from targeting traffic safety practices to local and diverse communities.
- Develop and implement broad-based and targeted public education programs that not only enlighten, but inspire Californians to engage in prudent traffic safety practices. These efforts will also include campaign specific (e.g., DUI, seat belts, inattention/distracted driving, and teens) advertising, earned media, events and training.
- Spotlight California's traffic safety successes and innovative grant programs, strategically linking successful programs and focusing on key program areas that make an easily demonstrated difference.
- Develop practices and personnel within the grantee frameworks to carry the public education and promotion messages to the local and grassroots level. This will further augment and personalize the broader OTS messages.
- Conduct comprehensive public awareness campaigns, relying heavily on the media, to promote the "Click it or Ticket" seat belt enforcement effort in May and holiday anti-DUI crackdown. During the national mobilization periods, OTS will promote NHTSA's slogan "Drunk Driving. Over the Limit. Under Arrest." Take the lead in the continued promotion of the "Report Drunk Drivers. Call 911" message.
- Support California's Child Passenger Safety Week in September by providing media relations and technical support to Occupant Protection grantees to encourage the correct and consistent use of child safety and booster seats.
- Help plan and conduct the 2008 Police Traffic Services Seminar in Anaheim in April, giving OTS grantees the opportunity to share ideas, take an inside look at model programs and meet directly with other grantees and OTS staff.
- Provide media relations training to appropriate OTS staff to better insure accurate, consistent and professional communications with the media.
- Conduct basic public information, media relations, and marketing training for grantees to help them more successfully promote their local messages, events, operations and activities.



## Areas of Concentration

States are encouraged to identify needs in each of the nationally designated program priority areas but OTS has the flexibility to determine additional program areas and the amount of funding allocated to each. The areas chosen for funding in the 2007 fiscal year were:



- **ALCOHOL AND OTHER DRUGS**

Impaired driving and alcohol-related crashes constitute a major threat to the safety and well being of the public. This is especially true among young people age 15 to 24, where impaired driving is the leading cause of death. These programs aim to prevent people from driving while under the influence (DUI) of alcohol or other drugs and to remove DUI drivers from the road. OTS grants use a comprehensive approach by funding educational, prevention, and enforcement programs and by focusing on high-risk groups. Grant programs include interactive youth education, college campus programs, intensive public information campaigns, education for judges and prosecutors; community organization involvement; equipment purchases including preliminary alcohol screening devices, portable evidential breath testing devices, and checkpoint trailer purchases; enforcement operations including undercover and sting operations, felony DUI warrant services, DUI probation revocation programs, sobriety checkpoints, roving DUI enforcement patrols, and "DUI AVOID" partnerships of local law enforcement agencies and CHP.

- **OCCUPANT PROTECTION**

In spite of the great strides made, thousands of young people, from newborns through age 20, continue to die or experience serious injuries that could have been prevented had they been properly restrained in a child safety seat, booster seat, or safety belt. The most recent statewide seat belt survey, conducted in May 2007, reports a 94.6 percent seat belt use and a child safety seat use rate of 87.7 percent. Seat belt and child safety seat programs continue to focus on statewide and local public information campaigns, increased enforcement, and community education, outreach and training. More specifically, the programs provide child safety seats to low-income families, conduct child safety seat check ups, and target teens about using seat belts.

- **COMMUNITY BASED ORGANIZATIONS (CBO)**

OTS generally defines CBO's as nongovernmental agencies organized to work together on a community-based issue, need, or problem. The effectiveness of public safety projects relies heavily on community involvement. This program substantiates the belief that CBO/governmental agency alliances will enhance community access and message credibility in promoting traffic safety within individual communities.

- **EMERGENCY MEDICAL SERVICES (EMS)**

Timely access to life saving emergency medical services is critical to the reduction of fatalities and life altering injuries resulting from motor vehicle collisions. OTS provides funds for cost effective programs that incorporate effective strategies for improving California's EMS system's ability to meet the needs of motor vehicle collision victims. OTS funded programs provided life saving equipment, training, reliable ambulance transportation, effective communications, public information, education, and access to data and evaluation tools.

## Areas of Concentration

- **PUBLIC RELATIONS, ADVERTISING AND MARKETING**

Effectively communicating the important life-saving benefits of traffic safety to the citizens of California is the driving force behind OTS marketing and public relations programs. By first raising awareness, followed by education, OTS is able to contribute to a change in behavior over time. Public education campaigns such as 'Click It or Ticket,' 'Report Drunk Drivers. Call 911,' and 'Drunk Driving. Over the Limit. Under Arrest', held in conjunction with law enforcement at the local level, are putting forth and reinforcing consistent messages to the public.

- **PEDESTRIAN AND BICYCLE SAFETY**

Drivers of motor vehicles need to share the road with pedestrians and bicyclists. But, pedestrians and bicyclists need to know the rules of the road and how to protect themselves around traffic. OTS grantees develop programs to increase awareness of traffic rules, rights, and responsibilities, among various age groups. These programs are developed to be attractive and interactive in an effort to truly impact the students by the traffic safety messages imparted. At the elementary school level, parents and teachers are drawn into the programs as active role models and mentors in traffic safety. Grantees conduct traffic safety rodeos and presentations in an effort to build student's skills and demonstrate the proper practical application of those skills. To boost compliance with the law and decrease injuries, safety helmets are properly fitted and distributed to children in need for use with bicycles, scooters, skateboards and skates. There is a special emphasis on programs designed exclusively for the hard to reach population at the middle and high school levels. Additional outreach endeavors included programs targeting the senior population along with a multicultural approach addressing safer driving and walking behaviors.

- **POLICE TRAFFIC SERVICES (PTS)**

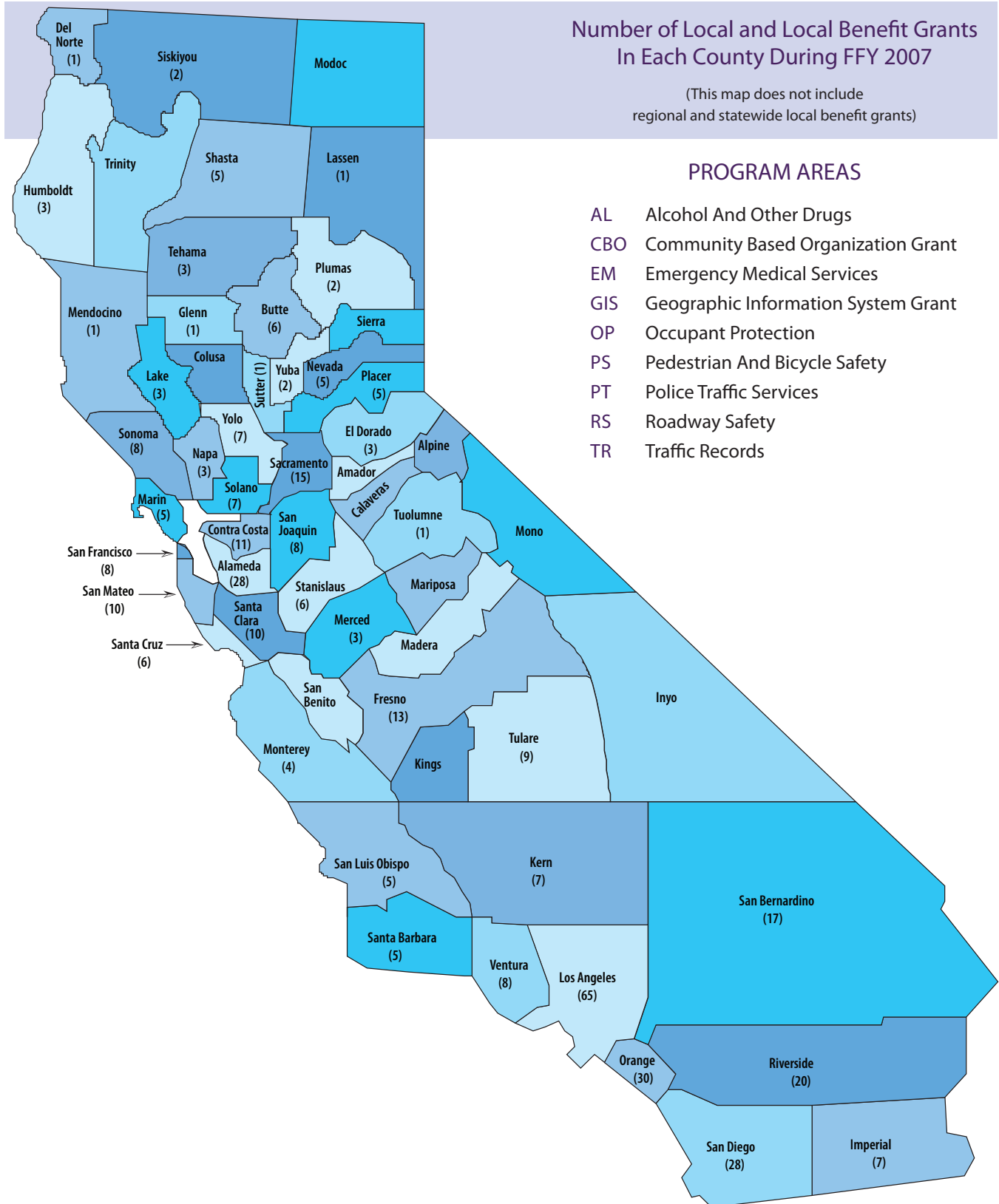
Education and enforcement are two very important components of collision reduction. Either component taken alone is inadequate. The PTS program focuses on a comprehensive approach to enforce and encourage compliance with seat belt use, impaired driving, speed limit, red light running and other traffic laws. The grants are highly effective in reducing traffic collisions by dedicating resources to selective enforcement and education. These comprehensive programs achieve a significant and long lasting impact in reducing fatal and injury collisions, and peripheral crime. Under these programs, a community uses all available public and private assets to identify and attack all of its significant traffic safety problems.

- **ROADWAY SAFETY/TRAFFIC RECORDS**

Roadway Safety programs concentrate on the vehicle operating environment and are strongly influenced by enforcement and engineering gathering and utilizing relevant data generated by those activities. Grant funded items include hardware, software and expert services necessary to aid in the automation manual processes, eliminate process duplication and facilitate enhanced data gathering and data sharing. OTS advocates coordinated system automation efforts to augment local capabilities for the detection, analysis and resolution of traffic safety issues.



## 2007 Project Distribution



## FY 2007 Project Distribution

### Local Grants

#### Alameda County (28)

1-AL Avoid Grant  
1-AL Evaluation Grant  
1-EM Equipment Grant  
1-MC Evaluation Grant  
1-PS Education Grant  
1-RS Education Grant  
1-TR Records Grant  
2-AL Education Grants  
2-PS Equipment Grants  
2-PT Education Grants  
6-PT Enforcement Grants  
7-AL Enforcement Grants  
1-TR Equipment Grant

#### Butte County (6)

1-AL Avoid Grant  
1-AL Education Grant  
1-OP Education Grant  
1-PT Enforcement Grant  
2-AL Enforcement Grants

#### Calaveras County (1)

1-EM Equipment Grant

#### Contra Costa County (11)

1-AL Avoid Grant  
1-PT Enforcement Grant  
2-PS Education Grants  
7-AL Enforcement Grants

#### Del Norte County (1)

1-PT Enforcement Grant

#### El Dorado County (3)

1-TR Records Grant  
2-AL Enforcement Grants

#### Fresno County (13)

1-AL Avoid Grant  
1-AL Education Grant  
1-OP Education Grant  
1-PT Vehicle Impound Grant  
4-AL Enforcement Grants  
5-PT Enforcement Grants

#### Glenn County (1)

1-AL Education Grant

#### Humboldt County (3)

1-AL Education Grant  
1-AL Enforcement Grant  
1-EM Extrication Equipment Grant

#### Imperial County (7)

1-AL Education Grant  
1-AL Enforcement Grant  
1-EM Equipment Grant  
1-PS Equipment Grant  
1-PT Vehicle Impound Grant  
2-PT Enforcement Grants

#### Kern County (7)

1-AL Avoid Grant  
1-EM Equipment Grant  
1-EM Extrication Equipment Grant  
1-RS Records Grant  
3-PT Enforcement Grants

#### Lake County (3)

1-AL Enforcement Grant  
1-EM Equipment Grant  
1-OP Education Grant

#### Lassen County (1)

1-PT Vehicle Impound Grant

#### Los Angeles County (65)

14-PT Enforcement Grants  
18-AL Enforcement Grants  
1-AL Equipment Grant  
1-AL Youth Education Grant  
1-CBO Education Grant  
1-CBO Indirect Grant  
1-PS Enforcement Grant  
1-PS Senior Education Grant  
1-PT Equipment Grant  
1-PT Vehicle Impound Grant  
1-PT Youth Education Grant  
2-PT Education Grants  
2-RS Equipment Grants  
3-AL Avoid Grants  
3-AL Education Grants  
3-PS Education Grants  
3-PS Equipment Grants  
4-OP Education Grants  
4-PS Youth Education Grants

#### Marin County (5)

1-AL Avoid Grant  
1-EM Extrication Equipment Grant  
1-TR GIS Grant  
2-PT Enforcement Grants

#### Mendocino County (1)

1-AL Education Grant

#### Merced County (3)

1-OP Education Grant  
1-PT Enforcement Grant  
1-RS Equipment Grant

#### Monterey County (4)

1-AL Avoid Grant  
1-AL Enforcement Grant  
2-PT Enforcement Grants  
vNapa County (3)  
1-AL Avoid Grant  
1-PT Enforcement Grant  
1-RS Equipment Grant

#### Nevada County (5)

1-AL Avoid Grant  
1-AL Enforcement Grant  
1-EM Enforcement Grant  
1-PT Enforcement Grant  
1-RS Equipment Grant

#### Orange County (30)

13-AL Enforcement Grants  
1-AL Equipment Grant  
1-CBO Education Grant  
1-PS Education Grant  
1-PS Evaluation Grant  
1-PT Equipment Grant  
2-AL Education Grants  
3-AL Avoid Grants  
7-PT Enforcement Grants

#### Placer County (5)

1-AL Avoid Grant  
2-AL Enforcement Grants  
2-PT Enforcement Grants

#### Plumas County (2)

1-AL Education Grant  
1-EM Equipment Grant

#### Riverside County (20)

10-PT Enforcement Grants  
1-AL Avoid Grant  
1-AL Evaluation Grant  
1-AL Youth Education Grant  
1-PT Vehicle Impound Grant  
1-RS Equipment Grant  
5-AL Enforcement Grants

#### Sacramento County (15)

1-AL Avoid Grant  
1-AL Education Grant  
1-AL Evaluation Grant  
1-PS Enforcement Grant  
1-PT Equipment Grant  
3-AL Education Grants  
3-PT Enforcement Grants  
5-AL Enforcement Grants

#### San Bernardino County (17)

1-EM Equipment Grant  
1-OP Education Grant  
2-AL Avoid Grants  
6-PT Enforcement Grants  
7-AL Enforcement Grants

#### San Diego County (28)

1-AL Avoid Grant  
1-AL Education Grant  
1-EM Equipment Grant  
1-OP Education Grant  
1-PS Equipment Grant  
1-PS Senior Education Grant  
1-PT Equipment Grant  
1-RS GIS Grant  
2-EM Extrication Equipment Grants  
2-PS Education Grants  
7-PT Enforcement Grants  
9-AL Enforcement Grants

#### San Francisco County (8)

1-AL Avoid Grant  
1-CBO Education Grant  
1-OP Education Grant  
1-PS Youth Education Grant  
1-PT Enforcement Grant  
1-PT Equipment Grant  
2-PS Education Grants

#### San Joaquin County (8)

1-AL Youth Education Grant  
1-EM Equipment Grant  
1-PS Enforcement Grant  
2-AL Enforcement Grants  
3-PT Enforcement Grants

#### San Luis Obispo County (5)

1-AL Avoid Grant  
1-AL Equipment Grant  
1-EM Extrication Equipment Grant  
1-PT Enforcement Grant  
1-TR GIS Grant

#### San Mateo County (10)

1-AL Avoid Grant  
1-AL Education Grant  
1-AL Enforcement Grant  
2-OP Education Grants  
2-PS Equipment Grants  
3-PT Enforcement Grants

#### Santa Barbara County (5)

1-AL Avoid Grant  
1-TR GIS Grant  
3-AL Enforcement Grants

## FY 2007 Project Distribution

### Local Grants

#### Santa Clara County (10)

1-AL Avoid Grant  
1-AL Education Grant  
1-PS Education Grant  
1-RS Equipment Grant  
2-AL Enforcement Grants  
2-PT Enforcement Grants  
2-RS GIS Grants

#### Santa Cruz County (6)

1-AL Avoid Grant  
1-EM Extrication Equipment Grant  
1-PS Education Grant  
1-TR Equipment Grant  
2-PT Enforcement Grants

#### Shasta County (5)

1-AL Avoid Grant  
1-AL Enforcement Grant  
1-CBO Education Grant  
1-EM Training Grant  
1-PT Enforcement Grant

#### Siskiyou County (2)

1-AL Avoid Grant  
1-OP Education Grant

#### Solano County (7)

1-AL Avoid Grant  
1-OP Education Grant  
1-PT Enforcement Grant  
1-PT Equipment Grant  
1-RS Equipment Grant  
2-AL Enforcement Grants

#### Sonoma County (8)

1-AL Avoid Grant  
1-AL Youth Education Grant  
1-EM Extrication Equipment Grant  
2-PT Enforcement Grants  
3-AL Enforcement Grants

#### Stanislaus County (6)

1-AL Avoid Grant  
1-OP Education Grant  
1-PS Equipment Grant  
1-PT Enforcement Grant  
2-PT Vehicle Impound Grants

#### Sutter County (1)

1-PT Enforcement Grant

#### Tehama County (3)

1-AL Avoid Grant  
1-AL Education Grant  
1-TR GIS Grant

#### Tulare County (9)

1-AL Enforcement Grant  
1-EM Equipment Grant  
1-EM Extrication Equipment Grant  
1-OP Youth Education Grant  
1-RS GIS Grant  
2-AL Education Grants  
2-PT Enforcement Grants

#### Tuolumne County (1)

1-PT Enforcement Grant

#### Ventura County (8)

1-AL Avoid Grant  
1-RS GIS Grant  
3-AL Enforcement Grants  
3-PT Enforcement Grants

#### Yolo County (7)

1-AL Avoid Grant  
1-AL Enforcement Grant  
1-CBO Indirect Grant  
1-PT Enforcement Grant  
1-TR GIS Grant  
2-OP Education Grants

#### Yuba County (2)

1-AL Avoid Grant  
1-AL Enforcement Grant

### Regional and Statewide Grants

#### California Department of Alcohol

and Drug Programs (1)  
1-AL Education Grant

#### California Department of

Alcoholic Beverage Control (5)  
1-AL Youth Education Grant  
4-AL Training Grants

#### California Department of Health

Services (1)  
1-OP Education Grant

#### California Department of

Justice (3)  
1-AL Youth Education Grant  
2-AL Equipment Grants

#### California Department of Motor

Vehicles (5)  
1-AL Enforcement Grant  
1-AL Evaluation Grant  
1-RS Education Grant  
2-TR Evaluation Grants

#### California Department of

Transportation (4)  
1-AL Education Grant  
1-PS Training Grant  
2-RS Education Grants

#### California Highway Patrol (28)

1-AL Corridor Safety Grant  
1-MC Education Grant  
1-MC Enforcement Grant  
1-PS Enforcement Grant  
1-PT Equipment Grant  
1-TR GIS Grant  
1-TR Records Grant  
2-PT Education Grants  
3-OP Education Grants  
6-PT Enforcement Grants  
7-AL Enforcement Grants

#### California State University,

Fresno (1)  
1-OP Evaluation Grant

#### Emergency Medical Services

Authority (1)  
1-EM Equipment Grant

#### Judicial Council of California (5)

1-AL Enforcement Grant  
1-AL Training Grant  
3-AL Education Grants

#### Regents of the University of

California, Berkeley (1)

1-AL Enforcement Mini-Grant  
Program

1-OP Enforcement Mini-Grant  
Program



## Program Goals and Accomplishments

### PROGRAM GOALS AND ACCOMPLISHMENTS

#### OVERALL PROGRAM GOAL

To facilitate activities/programs which contribute toward reducing the mileage death rate (MDR) from the 2002 rate of 1.27 fatalities per 100,000,000 vehicle miles of travel (VMT) to 1.0 by the year 2008.

The state is currently at an MDR level of 1.27, while the national MDR is 1.44.

OTS recognizes that achievement of quantified goals is dependent not only on the work of OTS, but also on the collaborative and ongoing efforts of a multitude of governmental and private entities involved in improving highway safety. Over the last five decades the average decline in the mileage death rate has been 30 percent per decade. Advances in vehicle safety technology, coupled with traffic safety legislation, expanded participation by the public health and private sectors, and aggressive traffic safety education, enforcement and engineering programs, should make the projected decline achievable.

#### ACCOMPLISHMENTS

The mileage death rate in California declined over the years to a low of 1.19 in 1999. However, in 2001 the MDR increased to 1.21, then to 1.25 in 2002, to 1.27 in 2003, to 1.25 in 2004, to 1.31 in 2005 and now to 1.27 deaths per 100 million vehicle miles of travel in 2006. California is well below the national MDR of 1.44. This APR shows the accomplishments for 453 state and local grants.

### ALCOHOL AND OTHER DRUGS

#### STATEWIDE GOALS

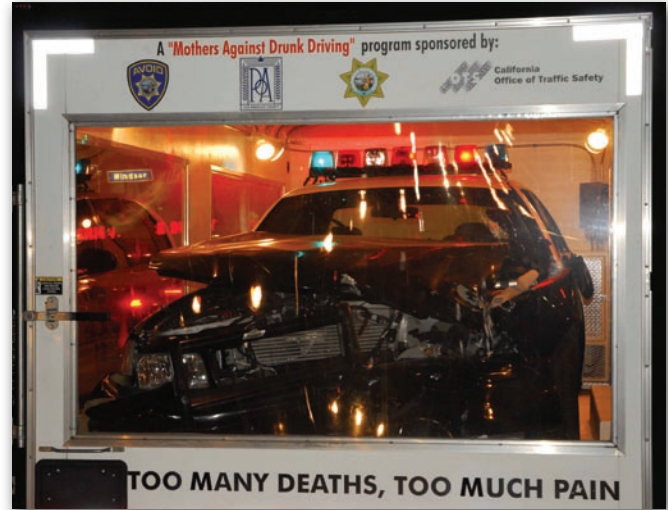
- To decrease the number of persons killed in alcohol-involved collisions 2.0 percent from the 2004 base period of 1,462 to 1,433 by December 31, 2008.
- To decrease the number of persons injured in alcohol-involved collisions 2.0 percent from the 2004 base period of 31,538 to 30,907 by December 31, 2008.
- To reduce alcohol related fatalities per 100 million vehicle miles traveled 0.02 percentage points from the 2004 base year rate of 0.50 to 0.48 by December 31, 2008.
- To reduce the percentage of drivers in fatal collisions with a BAC of .08 or above 1.2 percentage points from the 2004 base period of 15.2 percent to 14.0 percent, by December 31, 2008.
- To reduce the number of Had Been Drinking (HBD) drivers age 19-25 in fatal collisions 1.5 percent from the 2004 base period of 323 to 318 by December 31, 2008.



## Program Goals and Accomplishments

### ACCOMPLISHMENTS

- Persons killed in alcohol-involved collisions increased 1.4 percent from 1,574 in 2005 to 1,596 in 2006.
- Persons injured in alcohol-involved collisions increased .9 percent from 30,798 in 2005 to 31,080 in 2006.
- HBD drivers age 19-25 involved in fatal collisions decreased 4.5 percent from 381 in 2005 to 364 in 2006.



### FUNDED PROJECT GOALS (GRANTEES)

- To reduce the number of persons killed in alcohol-involved collisions five percent by September 30, 2007.
- To reduce the number of persons injured in alcohol-involved collisions six percent by September 30, 2007.
- To reduce hit-and-run fatal collisions five percent by September 30, 2007.
- To reduce hit-and-run injury collisions five percent by September 30, 2007.
- To reduce nighttime (2100 - 0259 hours) fatal collisions five percent by September 30, 2007.
- To reduce nighttime (2100 - 0259 hours) injury collisions five percent by September 30, 2007.
- To reduce Had Been Drinking (HBD) drivers under age 21 in fatal and injury collisions five percent by September 30, 2007.

### GRANTEE ACCOMPLISHMENTS

- There was a 5.4 percent decrease in the number of persons killed in alcohol-involved collisions from the base year number of 1,953 to 1,848.
- There was a 8.6 percent decrease in the number of persons injured in alcohol-involved collisions from the base year number of 7,179 to 6,561.
- There was a 13 percent decrease in hit-and-run fatal collisions from the base year number of 284 to 247.
- There was a 12.7 percent decrease in hit-and-run injury collisions from the base year number of 11,517 to 10,053.
- There was a 22.1 percent decrease in nighttime fatal collisions from the base year number of 299 to 233.
- There was a 16.9 percent decrease in nighttime injury collisions from the base year number of 10,597 to 8,802.

## Program Goals and Accomplishments

Each year, OTS-funded projects aim to reduce fatal and injury collisions caused by drivers driving under the influence of alcohol and other drugs. A summary of fiscal year 2007 activities conducted by all OTS funded projects with objectives related to alcohol and other drugs is provided in the following table:

ACTIVITY	NUMBER
<a href="#">DUI/Driver's License Checkpoint Activity</a>	
<b>Checkpoints Conducted</b>	<b>917</b>
Vehicles Through Checkpoints	<b>867,388</b>
Drivers Screened at Checkpoints	<b>384,778</b>
Field Sobriety Tests Administered at Checkpoints	<b>8,916</b>
DUI Arrests from Checkpoints	<b>3,384</b>
Vehicles Impounded at Checkpoints (30-day impounds only)	<b>15,724</b>
Criminal Arrests at Checkpoints	<b>2,168</b>
<b>Total Departmentwide 30-Day Vehicle Impounds</b> (includes impounds from Checkpoints, Special Enforcement Operations and Patrols)	<b>89,871</b>
<b>Total Departmentwide DUI arrests</b>	<b>58,707</b>
Total Departmentwide Hazardous Citations Issued	<b>734,151</b>
<b>Officers Trained in Standardized Field Sobriety Testing (SFST)</b>	<b>2,424</b>
<b>Officers Trained as Drug Recognition Experts (DRE)</b>	<b>40</b>
<a href="#">Supporting DUI Enforcement Activity</a>	
<b>Court Sting Operations Conducted</b>	<b>236</b>
Arrests from Court Sting Operations	<b>608</b>
<b>DUI Roving/Saturation Patrols Conducted</b>	<b>2,736</b>
DUI Arrests Resulting from DUI Roving/Saturations Patrols	<b>3,839</b>
Criminal Arrests from DUI Roving/Saturation Patrols	<b>1,766</b>
<b>Stakeout Operations Conducted</b>	<b>1,859</b>
Arrests from Stakeout Operations	<b>553</b>
<b>Repeat DUI Offender Warrant Service Operations</b>	<b>4,911</b>
Warrant Service Attempts	<b>4,581</b>
Warrants Served (Citations/Arrests)	<b>14,314</b>
<a href="#">Public Education</a>	
<b>Number of Education Programs</b>	<b>372</b>
<b>Number of "Every 15 Minute" Presentations</b>	<b>166</b>
Students Impacted	<b>31,762</b>
<b>Number of "Live Theatrical" Middle/High School Presentations</b>	<b>56</b>
Students Impacted	<b>8,238</b>
<b>Number of "Real DUI Trials" Conducted in High Schools</b>	<b>17</b>
Students Impacted	<b>4397</b>
<b>Number of "Reality Check, Student Press Conference" High School Presentations</b>	<b>8</b>
Students Impacted	<b>1,750</b>
<b>Number of "Staying Alive from Education" SAFE Programs for High Schools</b>	<b>12</b>
Students Impacted	<b>1,860</b>
<b>Number of "Start Smart" Teen Driver Safety Classes</b>	<b>391</b>
Students Impacted	<b>5,284</b>

## Program Goals and Accomplishments

"DUI AVOID" ACTIVITIES	NUMBER
<b>DUI/Driver's License Checkpoints Conducted</b>	<b>251</b>
Vehicles Through Checkpoints	205,139
Drivers Screened at Checkpoints	172,779
Field Sobriety Tests Administered at Checkpoints	2,760
DUI Arrests from Checkpoints	1,079
Vehicles Impounded at Checkpoints (30-day impounds only)	3,107
Criminal Arrests at Checkpoints	544
<b>DUI Roving/Saturation/Task Force Patrols Conducted</b>	<b>935</b>
DUI Arrests Resulting from DUI Roving/Saturations Patrols	3,937
Vehicle Stops	19,024
Field Sobriety Tests Performed	5,041
Citations Issued	7,220
Vehicles Impounded (30-day impounds only)	1,481
Criminal Arrests from DUI Roving/Saturation Patrols	1,389
<b>Number of Media Reports (TV, Radio, Print)</b>	<b>1,395</b>
<b>Number of Media Campaigns/Events</b>	<b>156</b>
<b>Number of Press Releases</b>	<b>547</b>

NHTSA Mobilization DUI/DL Checkpoint ACTIVITIES	NUMBER
<b>Checkpoints Conducted</b>	<b>423</b>
Vehicles Through Checkpoints	506,108
Drivers Screened at Checkpoints	320,947
Field Sobriety Tests Administered at Checkpoints	3,368
DUI Arrests from Checkpoints	1,541
Vehicles Impounded at Checkpoints	11,485
Criminal Arrests at Checkpoints	264

## OCCUPANT PROTECTION

### STATEWIDE GOALS

- To increase statewide seat belt compliance 3.6 percentage points from the 2004 base compliance rate of 90.4 percent to 94.0 percent by December 31, 2008.
- To increase statewide child safety seat compliance 1.0 percentage point from the 2004 compliance rate of 89.6 percent to 90.6 percent by December 31, 2008.
- To reduce the number of vehicle occupants killed and injured under the age of four 6.0 percent from the 2004 base period of 2,235 to 2,100 by December 31, 2008.
- To increase the percent of restrained vehicle occupant fatalities 2.6 percentage points from the 2004 base period of 62.4 percent to 65 percent by December 31, 2008.

## Program Goals and Accomplishments

### ACCOMPLISHMENTS

- The seat belt use rate increased 1.2 percent from the 2006 rate of 93.4 percent to 94.6 percent in 2007.
- The child safety seat use rate decreased from 87.8 percent in 2006 to 87.7 percent in 2007.
- The number of restrained vehicle occupant fatalities as a percent of all vehicle occupant fatalities increased 4.1 percentage points from the 2005 base period of 63.4 percent to 67.5 percent in 2006.



### FUNDED GRANTS GOALS (GRANTEES)

- To increase seat belt compliance five percentage points by September 30, 2007.
- To increase child safety seat usage six percentage points by September 30, 2007.
- To reduce the number of vehicle occupants killed and injured under the age of six by ten percent by September 30, 2007.

### GRANTEE ACCOMPLISHMENTS

- Seat belt compliance increased an average of 7.4 percentage points from the base year average of 85.3 percent to 92.7 percent.
- Child safety seat usage increased an average of 9.8 percentage points from the base year average of 81.4 percent to 91.2 percent.
- Vehicle occupants killed and injured under age six decreased 61.4 percent from the base year average total of 532 to 205.

### PEDESTRIAN AND BICYCLE SAFETY

#### STATEWIDE GOALS

- To reduce the number of total pedestrians killed 1.5 percent from the 2004 base period of 693 to 683 by December 31, 2008.
- To reduce the number of total pedestrians injured 6.0 percent from the 2004 base period of 13,889 to 13,056 by December 31, 2008.
- To reduce the number of pedestrians killed under age 15 by 3.0 percent from the 2004 base period of 57 to 55 by December 31, 2008.
- To reduce the number of pedestrians injured under age 15 by 10 percent from the 2004 base period of 3,409 to 3,068 by December 31, 2008.
- To reduce the number of pedestrians killed, age 65 and older 5 percent from the 2004 base period of 163 to 155 by December 31, 2008.
- To reduce the number of pedestrians injured, age 65 and older 2 percent from the 2004 base period of 1,279 to 1,253 by December 31, 2008.

## Program Goals and Accomplishments

ACTIVITY	NUMBER
<b>Child Passenger Safety Trainings</b>	<b>393</b>
Total Trained	<b>2,088</b>
NHTSA Certified Technicians Trained	<b>90</b>
NHTSA Certified Instructors Trained	<b>13</b>
<b>Child Safety Checkups</b>	<b>500</b>
Child Safety/Booster Seats Distributed and Properly Fit	<b>14,995</b>
Additional Seats Properly Fit	<b>5,896</b>
Special Needs Seats Distributed	<b>29</b>
<b>Court Diversion Classes</b>	<b>39</b>
Number of Violators Attending	<b>327</b>
<b>Fitting Stations Established</b>	<b>42</b>
<b>Public Education Presentations</b>	<b>5,443</b>
<b>School Assemblies</b>	<b>563</b>
People/Students Impacted	<b>2,917,464</b>
<b>Number of High School "Seat Belt Challenge" Programs</b>	<b>947</b>
Students Impacted	<b>84,242</b>

- To reduce the number of total bicyclists killed 3 percent from the 2004 base period of 123 to 119 by December 31, 2008.
- To reduce the number of total bicyclists injured 7 percent from the 2004 base period of 11,085 to 10,309 by December 31, 2008.
- To reduce the number of bicyclists killed under age 15 by 15 percent from the 2004 base period of 11 to 9 by December 31, 2008.
- To reduce the number of bicyclists injured under age 15 by 11 percent from the 2004 base period of 2,749 to 2,447 by December 31, 2008.
- To increase the percent of helmeted bicyclists killed 1 percentage point from the 2004 base period average of 22 percent to 23 percent by December 31, 2008.

### ACCOMPLISHMENTS

- Pedestrians killed decreased 1.7 percent from the 2005 base year total of 748 to 735 in 2006.
- Pedestrians injured decreased .6 percent from the 2005 base year total of 13,551 to 13,465 in 2006.
- Pedestrians killed under age 15 decreased 17.9 percent from the 2005 base year total of 56 to 46 in 2006.
- Pedestrians injured under age 15 decreased 5.3 percent from the 2005 base year total of 3,088 to 2,925 in 2006.
- Pedestrians killed age 65 and older decreased 3 percent from the 2005 base year total of 164 to 159 in 2006.
- Pedestrians injured age 65 and older increased .6 percent from the 2005 base year total of 1,305 to 1,313 in 2006.

## Program Goals and Accomplishments



- Bicyclists killed increased 16.8 percent from the 2005 base year total of 132 to 155 in 2006.
- Bicyclists injured decreased 1.2 percent from the 2005 base year total of 10,471 to 10,344 in 2006.
- Bicyclists killed under age 15 increased 33 percent from the 2005 base year total of 12 to 16 in 2006.
- Bicyclists injured under age 15 decreased 10.9 percent from the 2005 base year total of 2,405 to 2,143 in 2006.
- The percent of helmeted bicyclists killed as a percentage of all bicyclists killed increased 6.7 percentage points from the 2005 base year percentage of 15.2 percent to 21.9 percent in 2006.

### FUNDED PROJECT GOALS (GRANTEES)

- To reduce the total number of pedestrians killed eight percent by September 30, 2007.
- To reduce the total number of pedestrians injured ten percent by September 30, 2007.
- To reduce the number of pedestrians killed under the age of 15 by nine percent by September 30, 2007.
- To reduce the number of pedestrians injured under the age of 15 by eleven percent by September 30, 2007.
- To reduce the number of pedestrians killed over the age of 65 by seven percent by September 30, 2007.
- To reduce the number of pedestrians injured over the age of 65 by five percent by September 30, 2007.
- To reduce the total number of bicyclists killed in traffic related collisions ten percent by September 30, 2007.
- To reduce the total number of bicyclists injured in traffic related collisions ten percent by September 30, 2007.
- To reduce the number of bicyclists killed in traffic related collisions under the age of 15 by seven percent by September 30, 2007.
- To reduce the number of bicyclists injured in traffic related collisions under the age of 15 by ten percentage points by September 30, 2007.
- To increase bicycle helmet compliance for children aged 5 to 18 by 25 percentage points by September 30, 2007.

## Program Goals and Accomplishments

### GRANTEE ACCOMPLISHMENTS

- Pedestrians killed decreased 31.2 percent from the base year average of 77 to 53.
- Pedestrians injured decreased 31.9 percent from the base year average of 2,659 to 1,811.
- Pedestrians killed under the age of 15 did not change from the base year average of 1 to 1.
- Pedestrians injured under the age of 15 decreased 64.4 percent from the base year average of 149 to 53.
- Pedestrians killed over the age of 65 decreased 66.7 percent from the base year average of 9 to 3.
- Pedestrians injured over the age of 65 decreased 28.6 percent from the base year average of 98 to 70.
- Bicyclists killed remained constant from the base year average of 7 to 7.
- Bicyclists injured decreased 10 percent from the base year average of 801 to 720.
- Bicyclists killed under the age of 15 decreased 17.5 percent from the base year average of 40 to 33.

ACTIVITY	NUMBER
<b>School Traffic Safety/Bicycle Rodeos</b>	<b>684</b>
Students Participating	63,211
Bicycle Helmets Distributed	6,426
Bicycle Helmets Properly Fitted	10,627
<b>Community Traffic Safety/Bicycle Rodeos</b>	<b>240</b>
People Impacted	21,646
<b>Class Room Educational Workshops/Presentations</b>	<b>1,562</b>
Students Impacted	127,559
<b>Parent Workshops</b>	<b>287</b>
Parents Impacted	4,503
<b>Bicycle Helmet Citations</b>	<b>57</b>

- Bicyclists injured under the age of 15 decreased 31.1 percent from the base year average of 180 to 124.
- Safety helmet compliance for children under the age of 18 increased 21.5 percentage points from the base year average rate of 49.8 to 70.8.



## Program Goals and Accomplishments



### POLICE TRAFFIC SERVICES

#### STATEWIDE GOALS

- To decrease the number of total persons killed in traffic collisions 1 percent from the 2004 base period of 4,094 to 4,053 by December 31, 2008.
- To decrease the number of total persons injured in traffic collisions 1 percent from the 2004 base period of 302,357 to 290,263 by December 31, 2008.
- To decrease the fatality and severe injury rate per 100 million VMT .2 percent from the 2004 base period rate of 5.4 to 5.2 by December 31, 2008.
- To decrease the traffic fatality rate per 100,000 population .3 percent from the 2004 base period rate of 11.3 to 11.0 by December 31, 2008.
- To decrease the fatality and severe injury rate per 100,000 population 1.9 percent from the 2004 base period rate of 48.9 to 47.0 by December 31, 2008.
- To decrease the number of fatal intersection collisions 2 percent from the 2004 base period of 700 to 686 by December 31, 2008.
- To decrease the number of injury intersection collisions 3 percent from the 2004 base period of 63,031 to 61,140 by December 31, 2008.

#### ACCOMPLISHMENTS

- Persons killed in traffic collisions decreased 2.5 percent from the 2005 base year total of 4,304 to 4,195 killed in 2006.
- Persons injured in traffic collisions decreased 5.3 percent from the 2005 base year total of 292,798 to 277,373 injured in 2006.
- The fatality and severe injury rate per 100 million VMT decreased 0.1 percent from the 2005 base period rate of 5.3 to 5.2 in 2006.
- The traffic fatality rate per 100,000 population decreased 0.3 percent from the 2005 base period rate of 11.7 to 11.4 in 2006.
- The fatality and severe injury rate per 100,000 population decreased .7 percent from the 2005 base year of 47.4 to 46.7 in 2006.
- Fatal intersection collisions decreased 1.8 percent from the 2005 base year total of 725 to 712 in 2006.
- Injury intersection collisions decreased 4.7 percent from the 2005 base year total of 60,945 to 58,084 in 2006.

## Program Goals and Accomplishments

### FUNDED PROJECT GOALS (GRANTEES)

- To reduce the total number of persons killed in traffic collisions eight percent by September 30, 2007.
- To reduce the total number of persons injured in traffic collisions ten percent by September 30, 2007.

### GRANTEE ACCOMPLISHMENTS

- The total number of persons killed in traffic collisions decreased 18.7 percent from the base year average of 1,431 to 1,163.
- The total number of persons injured in traffic collisions decreased 13.8 percent from the base year average of 90,082 to 84,509.

ACTIVITY	NUMBER
<b>Enforcement Operations Conducted Targeting Red Light Running Violations</b>	<b>1,290</b>
Red Light Running Citations Issued	12,071
<b>Enforcement Operations Conducted Targeting Other PCF Violations at or Near Intersections</b>	<b>2,906</b>
Citations Issued (excluding citations for red light running violations)	88,345
<b>Inspection Operations Conducted Targeting Vehicles Suspected of Being Equipped With Illegal Street Racing Equipment</b>	<b>8,436</b>
<b>Smog Referee Referral Citations Issued CVC 27156 (Gross Polluter)</b>	<b>2,877</b>
<b>Speed Contest Citations Issued CVC 23109</b>	<b>1,429</b>
<b>Number of Officers Trained to Conduct Vehicle Inspections</b>	<b>1,813</b>
<b>Total Departmentwide Seatbelt Citations</b>	<b>108,119</b>
<b>Special Enforcement Operations Conducted</b>	<b>4,449</b>
Hazardous Citations Issued	45,904
Criminal Arrests	6,867

<b>Statewide Dragnet Program – Illegal Street Racing</b>	
<b>Illegal Street Racing Task Force Operations Conducted</b>	<b>103</b>
Agencies participating	65
Number of 23109 CVC (Speed Contest) citations issued	1,550
Number of 27156 CVC (Vehicle Modification) citations issued	3,066
Vehicles Impounded	1,884
Criminal Arrests	1,386
<b>Officer Trainings Conducted (Total)</b>	<b>112</b>
Total Officers Trained	2,046
<b>Number of Media Reports (TV, Radio, Print)</b>	<b>84</b>
<b>Number of Media Campaigns/Events</b>	<b>18</b>
<b>Number of Press Releases</b>	<b>40</b>
<b>Lead Agencies:</b> San Diego, Ontario, Riverside, Irwindale, Fresno, Stockton, Sacramento, San Jose, Oakland, San Francisco	

## Program Goals and Accomplishments

### COMMUNITY BASED ORGANIZATIONS (CBO)

#### STATEWIDE GOALS

- To effectively conduct a strategic, broad-based CBO funding plan through “umbrella” local and state governmental agencies.
- To award mini-grants to CBOs promoting traffic safety throughout their community.
- To assist CBOs capacity-building efforts by sponsoring grant writing and media advocacy workshops, and traffic safety training.

#### ACCOMPLISHMENTS

- Five local government “umbrella” agencies directed CBO grants.
- Grantees continued to provide technical assistance to CBOs through workshops and teleconferences.

Projects adopt the “Community Based Organizations” concept of addressing traffic safety issues through non-governmental agencies organized to work together on a community-based issue, need, or problem. The effectiveness of traffic safety projects relies heavily on community access. This program substantiates the belief that CBO/governmental agency alliances enhance community access and message credibility. This outreach program firmly establishes CBOs as key stakeholders in promoting traffic safety within individual communities.



### EMERGENCY MEDICAL SERVICES (EMS)

#### STATEWIDE GOALS

- To improve emergency medical services to traffic collision victims in rural California communities by identifying and supporting programs that facilitate the delivery of quality emergency services within the “critical hour.”
- To improve California’s emergency medical services delivery system through the replacement of outdated and unreliable emergency vehicles and equipment.
- To continue to assess and improve California’s emergency medical services communications system.

#### FUNDED PROJECT GOALS (GRANTEES)

- To design a pilot EMS communications system that will interface with all EMS service providers (dispatch center personnel, ambulance companies, hospital emergency departments) and local public safety agencies using advanced communications technology by September 30, 2007.

#### GRANTEE ACCOMPLISHMENTS

- To facilitate the delivery of quality emergency services within the critical “golden hour”, OTS provided funding for training, life saving medical and rescue equipment, reliable communications equipment, education and emergency response transportation resulting in an average decrease in response time of 7 minutes.
- The EMS delivery system was improved in 119 California communities through the distribution of hydraulic extrication and other specialized rescue equipment, airbag lifting systems, emergency vehicles and ambulances.

## Program Goals and Accomplishments

ACTIVITY	NUMBER
Communities Receiving First Responder Equipment (e.g., vehicles, extrication equipment and air bag lifting systems)	63
First responders receiving up-to-date training in the safe and effective use of extrication equipment	230
Sets of extrication tools purchased and placed into service (a single hydraulic tool or a combination of tools {airbags, hydraulic and non-hydraulic tools} placed in service at one location)	63
EMT training provided to rescue personnel	230

### ROADWAY SAFETY/TRAFFIC RECORDS

#### FUNDED PROJECT GOALS

- To establish Citywide and Countywide Geographic Information Systems (GIS) and/or other Automated Collision Analysis Systems including hardware, software and network cabling or other linking media to enable data sharing between enforcement agencies, Departments of Public Works and other related agencies.
- To ensure public works and enforcement agencies have timely access to current and complete traffic data necessary to identify, isolate and analyze critical traffic safety issues.
- To improve the Traffic Engineering Department's customer service by reducing the time required to produce and track collision reports and also by reducing by 50 percent the time that it takes to identify and analyze high collision locations. The corresponding salary savings are to be tracked and reported.



## Program Goals and Accomplishments

### ACCOMPLISHMENTS

- Statewide data indicates that automated collision and citation analysis based Geographic Information Systems were developed in 3 jurisdictions.
- The joint system development effort ensures the sharing of traffic related data between engineering and enforcement agencies. Ultimately, the shared system leads to timely data access and data collection. The development of these systems generally replaces archaic manual or flat file systems.
- The new systems result in significant and lasting timesavings for each of the involved agencies. Reports from a number of agencies indicate timesavings of 50 percent with the new GIS systems. The timesavings results in increased customer satisfaction and enhanced staff productivity.

### PUBLIC RELATIONS, ADVERTISING AND MARKETING

#### GOALS

OTS Marketing and Public Affairs supports OTS' mission of reducing fatalities, injuries and economic loss resulting from motor vehicle crashes by creating and implementing comprehensive public education programs designed to improve and encourage safe driving practices state-wide. In addition, these efforts are intended to make safe driving the behavior of choice for all Californians, including at-risk and under-served communities.

#### ACCOMPLISHMENTS

In 2007, OTS Public Affairs was instrumental in the successful execution of multiple statewide and regional campaigns and outreach efforts.

##### Holiday DUI Crackdown Campaign

In conjunction with the continued expansion of the state's regional and county "DUI Avoid" program, OTS partnered with the California Highway Patrol (CHP), Department of Alcoholic Beverage Control (ABC), Department of Motor Vehicles (DMV) and Caltrans, among others, to conduct the state's annual winter holiday anti-DUI campaign. The month-long effort generated more than 130 million audience impressions across 154 earned media placements, paid advertising and public service announcements. Collectively the campaign generated more than \$548,000 in added value.



## Program Goals and Accomplishments

### Sports & Entertainment Marketing

OTS continues to lead the nation when it comes to using sports and entertainment venues as a means to reach the public with life-saving traffic safety messages. As 2007 marked the program's 13th year in California, OTS continued to partner with professional sports teams and entertainment venues to promote key programs – including seat belt use and impaired driving. Returning partners included the Los Angeles Galaxy, Los Angeles Angels of Anaheim, NASCAR, The San Diego Padres and Sacramento River Cats with new partners including Clear Channel radio in Fresno, and the San Francisco Giants.

### Seat Belt Mobilizations

The 2007 'Click It or Ticket' public education campaign continued to build upon the success of the 2006 effort, providing \$5.7 million in mini-grants to 270 law enforcement for increased enforcement between May 21-June 3. The paid advertising component of the OTS campaign garnered 97 million audience impressions alone. The public education campaign contributed to the increase in California's seat belt usage rate from 93.4 percent in 2006 to 94.6 percent in 2007. This represents an increase of 325,000 drivers who buckle up.

### Grantee Media Support

OTS Public Affairs regularly provides technical assistance to local grantees in their communications and outreach efforts. In 2007, Public Affairs supported grantees in the development of press materials and the planning of media events. OTS assisted grantees by participating in print and broadcast media interviews to underscore the key points regarding impaired driving, occupant protection and police traffic services, among others.



### Grantee Media Campaigns

Media campaigns costing \$723,262 were implemented by the CHP to support statewide and local enforcement efforts. The campaigns resulted in 4,961 electronic media messages reaching 87,839,556; while print media messages reached an estimated audience of 11,400,456.

### Institutional Partnering

OTS continued to build on highly successful cooperative promotional activities with NHTSA, MADD and other national institutions, as well as many statewide industry groups such as Enterprise Rent-a-Car, the California Restaurant Association, the California Motor Car Dealers Association, and the Driving School Association of California. OTS partnerships with other state agencies have been particularly effective, including the Department of Motor Vehicles, California Highway Patrol, Department of Alcoholic Beverage Control, and Caltrans. The use of Caltrans changeable message signs for traffic safety messages during the holiday DUI Crackdown campaign, Click It or Ticket campaign, plus several holiday weekends during the year reached tens of millions of freeway drivers dozens of times each.

## Program Area Highlights



### PROGRAM AREA HIGHLIGHTS

#### ALCOHOL AND OTHER DRUGS

##### DUI AVOID

AVOID programs have become a valuable weapon in the arsenal of programs funded by OTS to discourage drinking and driving. “AVOID” is a countywide effort of DUI enforcement and public education aimed at reducing fatal and injury DUI collisions during select holiday periods. The campaigns enlist a single host agency to spearhead the effort to organize all local enforcement agencies, including local CHP offices, to present a united front aimed at removing the drinking driver from the roadway. The campaigns generally employ a two-pronged approach to achieving their objective: 1) enforcement via DUI checkpoints; and 2) public information and education. The “AVOID” effort has been an effective and efficient way to bring

all of the resources of a county together in efforts to decrease the crashes resulting from drinking and driving. During fiscal year 2007, 39 regional AVOID grants brought together over 450 law enforcement agencies.

##### Recidivist DUI Arrest Program DUI (RED) Team

The Sacramento County District Attorney’s Office, established a first-of-its-kind Recidivist DUI Program in Sacramento County, Recidivist DUI (RED) Team which is a program, targets DUI defendants in Sacramento County with felony arrest warrants, and misdemeanor arrest warrants from the local and statewide warrant data bases. This program created a team of peace officers in the Sacramento DA’s office whose sole function would be to identify and serve DUI warrants in cases where the defendant has prior convictions. The intent of the program is to make our roads and highways safer by targeting repeat DUI offenders who have failed to appear in court for a DUI. Currently the RED team has had 129 Field Attempts, with 93 arrest and warrants cleared. The Recidivist DUI (RED) Team has also taken locating DUI offenders one step further with the development of a hotline where the citizens can go to the District Attorney’s web site and take a look at some of the “MOST WANTED” repeat Driving Under the Influence (DUI) offenders in the County who currently have outstanding felony and/or misdemeanor warrants for their arrest. They have had 9 felony arrests in the 2 months the “Most Wanted Operation has been running. The web page shows Recidivist (repeat) DUI offenders who are wanted by the Sacramento County District Attorney’s. Within the first day the hotline was already showing success with five of the most wanted DUI offenders put behind bars.

## Program Area Highlights

### Minor Decoy Grant Program

Local law enforcement agencies receive mini-grants to partner with the Department of Alcoholic Beverage Control (ABC) to conduct decoy operations in on-sale premises and retail establishments. The goals are to reduce youth access to alcohol, increase licensees' knowledge of ABC laws and proper ID-checking procedure, raise awareness and perception of risk among licensees about sales to minors, and to increase the quality and quantity of Minor Decoy operations throughout the state. In 2007, ABC reported that its 12-month Minor Decoy Grant Program, in partnership with OTS and 30 local law enforcement agencies, resulted in the arrest of over 710 individuals for selling alcoholic beverages to minors, 3,958 visits to ABC licensed premises, and nearly 278 decoy operations where minors, under the direction of ABC Investigators and local police attempted to purchase alcohol from licensed businesses.

### Target Responsibility for Alcohol-Connected Emergencies (TRACE)

TRACE is a protocol wherein first responders to alcohol-involved emergencies immediately notify Alcohol Beverage Control when it is apparent that an ABC-licensed premises may have sold or furnished alcohol to an underage person involved in the emergency. OTS funded ABC to create a training kit, including a short video for local law enforcement and ABC on the TRACE protocol. This year, ABC trained 53 sworn ABC personnel, 2,036 local law enforcement personnel at roll calls, and 97 local law enforcement training managers. ABC also distributed 500 training videos and 500 information kits. Also this year, ABC conducted 88 investigations and filed 11 accusations. There were 26 arrests. There were 64 fatalities related to TRACE-investigated crashes.

### Courtroom to Schoolroom's

#### "Choices & Consequences: Know the Truth"

The Superior Court of California, San Joaquin County created a grant funded program Courtroom to Schoolroom's "Choices & Consequences: Know the Truth" oriented towards the 8th through 10th grade student. The program provided students' information about the possible consequences of driving under the influence in a very fact based, non-didactic manner. This was a collaboration lead by a partnership of educators, CHP officers, judges and other justice system professionals to dramatically expose youth to the negative consequences of driving under the influence. The program involved an assembly where the student viewed an actual DUI sentencing hearings of a convicted DUI offenders. These were not mock trials, but actual DUI offenders that have agreed to have their sentence deliberated in front of a public assembly. Students had the opportunity to watch the defending and prosecuting attorneys deliberate over the offender's sentence, as well as hear the judge's verdict. The sentencing hearings were followed up by an interactive discussion with the presiding judge, in which the students were able to talk with the judge and get informed answers to any questions they have about the subject and the hearing they just witnessed. The Courtroom to Schoolroom program also included a video presentation created specifically for the program. 17 court interactive sessions were conducted, 16 schools in San Joaquin County participated, and 5,624 students were impacted.

## Program Area Highlights

### Probation Departments –

#### Intensive Supervision of DUI Probationers

During Federal Fiscal Year 2007, there were six grants to Probation Departments. Five grant funded individual probation departments (Riverside, San Bernardino, Contra Costa, Placer and Butte Counties). One grant, hosted by San Diego County, funded a total of 17 County Probation Departments (Butte, Fresno, Imperial, Kern, Los Angeles, Mariposa, Merced, Sacramento, San Joaquin, Santa Barbara, Shasta, Solano, Stanislaus, Trinity, Tulare and Yolo). During the 2007 Federal Fiscal Year, there were between 800 and 1,300 high risk DUI probationers in the intensive caseloads. In addition to keeping regularly scheduled office appointments, probationers are also subject to random, after-hours, home and worksite visits, drug and alcohol tests and searches.

### Peer Court DUI Prevention Strategies Program

The Judicial Council of California/Administrative Office of the Courts partnered with California's peer/youth court system to develop and implement a statewide "Peer Court DUI Prevention Strategies Program". Mini-grants were awarded to the peer/youth courts of Fresno, Humboldt, Orange, Placer, San Joaquin, Santa Barbara, Santa Cruz and Sonoma counties to solicit their input on the development of a statewide DUI prevention curriculum. Ten Superior Courts and their respective peer/teen/youth court programs from Alameda, Humboldt, Marin, Placer, San Joaquin, Santa Barbara, Santa Cruz, Shasta, Sonoma and Stanislaus counties received mini-grants for the statewide implementation phase of the grant. The program is a DUI prevention curriculum targeting at-risk youth whose cases are being adjudicated through the peer/youth court system. In this process,

an adult judge presides over the juvenile court proceeding where the youth offender's case is heard in front of a jury of youth peers. The roles of the prosecution, defense and bailiff are also performed by young people. As part of their sentencing, peer/youth court defendants, as well as parents or guardians, participate in a curriculum focusing on the dangers and consequences of driving under the influence. The goal of the program is to educate youths on the dangers of DUI and to engender long lasting changes in their attitudes and behaviors.

A companion website for the curriculum has been developed for access by the peer/youth court system, as well as middle and high school students statewide.

Intensive Supervision of DUI Probationers	Fiscal Year Total
Quarterly Average Number of Specialized Intensive DUI Caseloads	20
Average Number of Cases per Probation Officer	43
Field and/or Home Contacts Attempted	7,098
Field and/or Home Contacts Made	5,155
Office Contacts Scheduled	11,620
Office Contacts Made	11,212
Home and/or 4th Waiver Searches Conducted	3,041
Alcohol or Other Drug Tests Conducted	16,272
Special Operations Conducted or Participated In	136
Warrant Service Attempts	519
Warrants Successfully Served	85
Known Probation Violations	612
Responses to Known Probation Violations	507
Court Actions Initiated for Known Probation Violations	388

## Program Area Highlights



### DUI Vertical Prosecution Program

Orange County initiated this grant to increase the identification and tracking of repeat DUI offenders to help ensure consistent and successful prosecution. Time from arrest to conviction and probation for a misdemeanor repeat DUI offender is about 9 months normally, but for all defendants targeted by the prosecution unit, the time has been reduced to about 3 months. As a result of the new screening process, the grantee reports that they have been able to get an average about 75-80 new felony arrest warrants issued each month for eligible repeat DUI offenders that might very well have gone unnoticed and slipped through the cracks. The grantee attributes most of the success in this area to the training they have done with law enforcement as it relates to the interpretation of “rap sheets” or criminal history records. Additionally almost 100% of the defendants targeted by the unit have pled guilty to the charges without going to trial. The effect on traffic safety is significant because the defendants in these cases get through the judicial system and are placed on probation much faster than would normally be the case.

### Portable Evidential Breath Testing Equipment

The San Luis Obispo County Drug and Alcohol Services Agency served as the host agency to provide a regional Portable Evidential Breath Test grant for law enforcement agencies in San Luis Obispo County. Forty units were provided to thirteen agencies including three CHP offices (San Luis Obispo, South County, & Templeton); Atascadero, Arroyo Grande, Grover Beach, Morro Bay, Paso Robles, Pismo Beach and San Luis Obispo police departments; and the San Luis Obispo County Sheriff's Department. Three units are stationed at the Forensic Laboratory Services for back-up and training. A total of 230 police officers have been trained and officers are finding slightly higher blood alcohol levels using the units in the field compared to previous years when arrestees were transported to the jail for testing. The courts in San Luis Obispo County have been completely accepting of the units and 100% of the cases have resulted in convictions.

## Program Area Highlights

### OCCUPANT PROTECTION

#### "Click it or Ticket"

The statewide "Click it or Ticket" campaign included mini-grants to 258 local law enforcement agencies and 14 state college/university police departments. The Click it or Ticket Campaign mobilization was conducted May 14 through June 2, 2007, with a total of 367 agencies participating. Each agency conducted at least one Driver Only Seat Belt Observation survey during the week before and during the week after the mobilization. Seat belt observation surveys provided information on the best locations for conducting an enforcement campaign, and made the agencies aware of the seat belt use compliance rate in their communities. Each agency conducted roll call training by reviewing the different vehicle code violations that make up California's occupant protection laws. During the three-week period, 146,957 citations for vehicle occupants 16 years and older and 7,633 citations for 15 years and younger were written, for a total of 154,590 citations written by participating law enforcement agencies.

#### San Francisco Child Safety and Occupant Protection Project

The San Francisco Child Safety and Occupant Protection project established a collaborative effort with Community Based Organizations along with a media outreach effort to focus on low-income and minority communities in San Francisco to reduce fatalities and injuries to children and youth occupants. Many underserved communities are not aware of new legal requirements and anecdotal evidence suggests that large numbers of young children are not secured and improperly secured, especially by

being seated in the front seats of automobiles. All four CPS Projects completed their objectives in a timely fashion and significantly exceeded what they were contracted to do. Collectively they conducted 72 Child Passenger Safety Workshops distributing 911 child safety seats to 863 families, community members and providers. They also participated in 23 community fairs and events at which Child Passenger Safety educational materials were distributed.

### BICYCLE AND PEDESTRIAN SAFETY

**Santa Cruz County Bicycle Education Program**  
The Santa Cruz County Health Services Agency conducts the Santa Cruz County Bicycle Education Program which provides a countywide bilingual bicycle education program that includes bicycle education for middle, and high school aged students. In FFY 2007, the program conducted 47 bicycle safety presentations impacting 187 middle and high school students, 203 college students and 178 parents; 705 helmets were distributed and properly fit and 4 helmet safety inspections were held reaching 125 community members. The program recently completed curriculum for their newly developed Bicycle Traffic School. This collaborative effort has the support of the Santa Cruz City Council and law enforcement agencies across the county. In exchange for taking the two-hour course, the court would waive the cyclist's moving violation fee. Bicyclists, over the age of 18, countywide have the option of taking the \$35 class only once. The money goes towards the cost of the program.

## Program Area Highlights



### POLICE TRAFFIC SERVICES

#### ILLEGAL STREET RACING

The statewide illegal street racing program provides illegal street-racing training to law enforcement agencies throughout the state. The Peace Officer Standards and Training (POST) certified training involves using proven enforcement tactics, problem solving techniques, and investigative expertise to decrease the incidences of illegal street racing. The “Drag-Net” program conducted over 112 training seminars throughout the state, reaching over 2,000 law enforcement officers. The “Drag-Net” program continues to provide training and with the assistance from the Bureau of Automotive Repair (BAR), an extensive training program continues with law enforcement agencies throughout the state.

#### TRAFFIC SAFETY EVALUATIONS

The University of California Berkeley’s Traffic Safety Evaluations for California Communities provides technical assistance to improve traffic safety for local governments throughout California by conducting professional in-depth evaluations of local traffic engineering and enforcement conditions. During fiscal year 2007 the project conducted and provided written evaluations and recommendations to fifteen cities in California. Evaluation visits are made by teams of experts overseen by a traffic safety expert on staff of the Institute of Traffic Safety Technology Transfer Program. The evaluations are performed on a first come first served basis. In addition, the evaluations conducted through this program are provided to requesting agencies free of charge.

#### Selective Traffic Enforcement Program (STEP)

The Hayward Police Department took their Selective Traffic Enforcement Program (STEP) a step further by hosting two Peace Officer Standards and Training (POST) approved radar/lidar operator courses. Over 50 officers from departments as far away as Sacramento were certified in radar and lidar device use to further combat traffic safety issues such as speed, aggressive driving and illegal street racing. The traffic bureau also played a vital role in the department’s annual community open house by providing a live DUI stop demonstration and discussing the dangers of driving impaired and the myths and penalties of DUI. MADD of Alameda County participated in this event and provided the MADD crash car trailer and educational pamphlets. Over 1,000 community members attended this noteworthy event.

## Program Area Highlights

### COMMUNITY BASED ORGANIZATIONS

#### COMMUNITIES AT RISK (CAR) TRAFFIC SAFETY INITIATIVE

The UC Irvine grant addressed three at-risk populations in Orange County - senior drivers, teens and young adults; and non-seat belt users in non- or limited- English-speaking populations. For the Senior Driver Program, they developed materials and conducted educational programs and conferences to help healthcare providers become more aware of issues related to senior driving so they in turn could provide better screening, assessment, counseling and referrals for their patients. They also developed educational materials and programs for older drivers and two resource centers to empower seniors to self assess and improve their abilities to drive safely. For the Teen and Young Adults Program, they conducted a week-end Traffic Safety Retreat for high school and college youth to learn about the issues and provided them with guidelines to develop traffic safety action plans. In follow-up, they provided materials mini-grants that they could use to implement their traffic safety projects and also conducted a teen driving workshop. The Teen Driver Workshop was attended by 65 individuals representing law enforcement, public and private schools, community based organizations, youth, youth serving organizations, driving schools, parents, insurance companies, public health and the medical field. Published materials included the "Teen Traffic Safety in Orange County Report" and compiled the "Teen Driver Safety Recommendations for Orange County" that can be used to identify the issues and guide programs to address teen traffic safety.

To improve the seat belt use in non-or limited-English speaking populations, they provided

mini-grants of \$15,000 each to five Community-Based Organizations (CBOs) serving non- or limited-English speaking populations. The CBOs developed linguistically and culturally appropriate seat belt safety programs worked with the media and conducted pre and post seat belt observations. Technical assistance and training was provided for all three programs addressed to promote traffic safety best practices as well as to provide networking opportunities and collaboration.

### EMERGENCY MEDICAL SERVICES

#### Regional Extrication Equipment Grant

The City of Atascadero served as the host agency to implement a regional extrication equipment grant in San Luis Obispo County. Equipment was distributed to the City of Arroyo Grande, City of Atascadero, City of Morro Bay, Templeton Community Services District, and California Department of Forestry stations 20, 30, 42, & 43. A total of 265 firefighters were trained in the use of the equipment and extrication response time for the arrival of appropriate equipment at the collision site was reduced from 23 to 15 minutes.

### ROADWAY SAFETY/TRAFFIC RECORDS

#### Work Zone Safety Training Program

U.C. Berkeley has developed a Work Zone Safety Training program. The goal is to reduce the number of crashes, injuries and deaths at or near public highway work zones by training local agency crews and contractors who work in the public right-of-way in the use of work zone controls. This year, the University's Institute of Transportation Studies conducted 27 classes for 726 people. Goal achievement is measured by the trainee's success in carrying out the various exercises embedded in the training.





Arnold Schwarzenegger, Governor  
State of California



Dale E. Bonner, Secretary  
Business, Transportation  
and Housing Agency



Christopher J. Murphy, Director  
Office of Traffic Safety